Training Course on Leadership in Developing Educational Content for Digital Platforms

Professional Development Training Course Outline

Category	Educational Leadership and Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today's fast-paced digital era, educational leaders are increasingly required to adapt, innovate, and create engaging learning experiences on digital platforms. Training Course on Leadership in Developing Educational Content for Digital Platforms is a forward-thinking training course that equips education professionals with the skills, tools, and strategies to lead content development initiatives that foster learner engagement, digital literacy, and curriculum alignment. Through an integrative approach, this course addresses content design, learner engagement techniques, adaptive technologies, and platform optimization.

Whether you're working in K–12, higher education, or corporate training, this course prepares you to lead digital content transformation with a vision that reflects global educational trends. Participants will explore instructional design principles, content gamification, AI-based customization, learning analytics, and mobile-first strategies—empowering them to make data-driven decisions while fostering inclusive and accessible digital learning environments.

Programme Curriculum

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Course Objectives

1. Understand digital content strategy for education.
2. Apply instructional design models like ADDIE and SAM.
3. Integrate AI and machine learning in content personalization.
4. Lead teams in agile digital content development.
5. Implement mobile-first and responsive learning design.
6. Optimize content using UX/UI principles.
7. Incorporate microlearning and video-based instruction.
8. Evaluate digital learning effectiveness using analytics.
9. Adapt content for accessibility and inclusion (ADA, WCAG).
10. Utilize Learning Management Systems (LMS) efficiently.
11. Promote engagement through gamification strategies.
12. Manage content using digital authoring tools.
13. Align content with global digital curriculum standards.

Target Audiences

1. Instructional Designers
2. School Administrators
3. Curriculum Developers
4. Corporate Trainers
5. EdTech Consultants
6. E-Learning Entrepreneurs
7. University Faculty Leaders
8. Government Education Officers

Course Duration: 5 days

Course Modules

Module 1: Foundations of Digital Content Leadership

- Define roles and responsibilities of digital content leaders
- Explore current digital education trends
- Identify the pillars of successful digital content
- Examine leadership models in eLearning environments
- Align leadership with instructional goals
- **Case Study**: HarvardX’s approach to global digital education

Module 2: Instructional Design for Digital Platforms

- Understand ADDIE, SAM, and backward design
- Develop learning objectives and measurable outcomes
- Design content for varied learner needs
- Apply learning theories (constructivism, cognitivism)
- Integrate Bloom’s taxonomy in digital lessons
- **Case Study**: Khan Academy’s design approach

Module 3: Integrating Technology and AI

- Use AI for adaptive learning pathways
- Explore machine learning applications in education
- Integrate chatbots for learner support
- Leverage text-to-speech and voice assistants
- Personalize learning through analytics
- **Case Study**: Squirrel AI’s intelligent tutoring system in China

Module 4: Creating Inclusive & Accessible Content

- Apply Universal Design for Learning (UDL) principles
- Ensure compliance with ADA, WCAG 2.1
- Design for neurodiverse learners
- Integrate closed captions and alternative text
- Build culturally responsive digital resources
- **Case Study**: Microsoft's Inclusive Classroom toolkit

Module 5: Engagement through Gamification & Multimedia

- Apply gamification principles (rewards, levels, feedback)
- Integrate multimedia elements (AR/VR, video, infographics)
- Utilize storytelling for learner motivation
- Build interactive content using authoring tools
- Measure impact using learner engagement metrics
- **Case Study**: Duolingo’s gamified content strategy

Module 6: Optimizing Content for Mobile and LMS

- Implement mobile-first instructional design
- Use SCORM/xAPI for LMS compatibility
- Structure content for bite-sized learning (microlearning)
- Enhance LMS navigation and experience
- Automate assessments and learner tracking
- **Case Study**: Moodle’s mobile optimization success story

Module 7: Data-Driven Content Improvement

- Collect and interpret learning analytics
- Use dashboards to monitor learner performance
- Identify content improvement opportunities
- Conduct A/B testing for eLearning components
- Make data-informed leadership decisions
- **Case Study**: Coursera’s data-driven curriculum refinement

Module 8: Leading Digital Content Teams

- Recruit and mentor digital content developers
- Manage cross-functional remote teams
- Promote agile workflows and sprint cycles
- Set goals using KPIs and OKRs
- Facilitate professional development in EdTech
- **Case Study**: Google’s team-based approach to content collaboration

Training Methodology

- Interactive lectures and expert talks
- Hands-on workshops with LMS and authoring tools

- Real-world case analysis and discussion
- Group projects and leadership simulations
- Access to templates, checklists, and design frameworks
- Continuous feedback loops and peer review sessions

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com